Focus Group Analysis-Findings

Major Findings by Age

18-35 - look for adventure

36-49 - seek culture experiences

50-75 - desire to be safe and comfortable

45-70 - travel more than other age groups combined

Focus Group Analysis-Trends

Trends for American Tourists

Concern for safety a high priority

Middle East and Asian travel less popular

European destinations more popular than Pacific Islands

Trip destination correlated to trip length

Focus Group Analysis-Conclusions

General Conclusions

Stress safety issues and concerns

Target tours for 45-65 yr. olds

Target economic travelers of all ages

Expand adventure tour offerings

Focus Group Analysis-Program

Focus Group General Statistics

Two groups of 25

Average age 49

42% - men

58% - women

60% - professional

70% - college educated

40% - consider themselves to be “experienced travelers”

36% - travel abroad for pleasure at least once every two years